



## Invitation

**Transparency in the European Elections**  
**2nd SEEEDS Webinar Tuesday, 28 February 2023**  
**16:00 – 17:15 hours (CET)**  
**on Zoom: [Register here](#)**

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We kindly invite you to the second webinar of our new project “Supporting Engagement in European Elections and Democratic Societies” (SEEEDS).

**This webinar provides an overview of the state of knowledge on transparency and targeting of political advertising in the European Parliament elections. Particular attention will be given to upcoming regulations to political advertising, algorithms-led online campaigning, disinformation, and monitoring of social media.**

Special emphasis is placed on:

- What are the main **changes for political advertising** from the 2019 to the 2024 European elections?
- How are the **envisaged reforms enhancing transparency** of political competition across the EU Member States?
- What measures are envisaged to **avoid bias** against women and minorities of **algorithm-led online campaigning**?
- Which are the most **effective measures to counter disinformation** and information from malicious actors from inside and outside the EU?
- Which strategies and methodologies are envisaged to **monitor social media networks and platforms** and their compliance with the new EU regulations during the 2024 European elections?



## Agenda

- 16.00 **Welcome and introduction to SEEEDS**  
**Mr. Armin Rabitsch**, Chairperson Election-Watch.EU
- Status quo on political advertising regulation in the EU**  
**Mr. Fernando Hortal Foronda**, Digital Policy Officer, European Partnership for Democracy
- 16.10 **Input Statements (5 minutes each)**  
**Ms. Alexandra Geese**, Member of the European Parliament, Greens/EFA  
**Mr. Edvin Hasangjekaj**, Permanent Representation of Sweden to the EU, current EU Presidency  
**Mr. Francesco Sciacchitano**, AGCOM Senior Legal Officer and Chair of the ERGA Task Force on Political Ads  
**Ms. Eliska Pirkova**, Europe Senior Policy Analyst and Global Freedom of Expression Lead; Access Now
- 16.40 Q&A Session  
17.10 Closing remarks

The Webinar will especially make reference to the [European Commission “Proposal for a Regulation of the European Parliament and of the Council on the transparency and targeting of political advertising”](#), and the European Parliament Briefing Paper [“Towards new rules on transparency and targeting of political advertising”](#).



### **About the SEEEDS Webinar Series January – April 2023**

The Election-Watch.EU Election Assessment Mission (EAM) Final Report referenced in the European Commission Report on the 2019 EP elections demonstrates that despite improved participation, the areas of equality, inclusion, transparency and accountability can be enhanced in future EP elections. These key themes will be discussed during this series.

#### **Upcoming Seminars:**

- 3) Accountability in the European Elections** Tuesday, 28 March 2023, 16.00-17.15 hrs  
**4) Risks and Opportunities in the European Elections** Tuesday, 25 April 2023, 16.00-17.15 hrs

#### **Key objectives:**

- **Boost awareness** and engagement regarding their right to vote and register among citizens, especially among women, mobile EU citizens, persons with disabilities, and youth.
- Map and assess **equality, inclusion, transparency, and accountability** challenges in the European elections.
- Map **risks and opportunities** for participatory citizen engagement in the 2024 European elections.
- Enhance active citizens' capacity to **engage in advocacy** with relevant stakeholders. Identify actionable methodologies for **citizen engagement** within different electoral frameworks across Europe.

#### **About SEEEDS**

The objective of SEEEDS is to strengthen the integrity of the upcoming European Parliament (EP) elections in 2024 through more active participation of civil society.

Voter mobilisation is closely linked to the feeling of community belonging; to this regard, transnational partnerships, and networks of active citizens across the EU have the potential to foster EU citizenship-based values. When strengthened, such networks can act at the national level to produce a collective advocacy agenda for inclusive and engaging elections based on Human Rights and the Rule of Law. Notably, citizen networks are able to consider challenges of inclusion and equality relevant for the full exercise of electoral rights of women and underrepresented groups, as well as transparency and accountability opportunities for fair elections.

SEEEDS is composed of four European civil society organisations, [European Partnership for Democracy \(EPD\)](#), [Election-Watch.EU \(EW\)](#), [Democracy Reporting International \(DRI\)](#), and [European Platform for Democratic Elections \(EPDE\)](#).